

## Message Text

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ACTION AF-10

INFO OCT-01 ISO-00 EB-07 /018 W

-----140825Z 059471 /15

R 131550Z JUN 77

FM AMEMBASSY ABIDJAN

TO USDA WASHDC

INFO SECSTATE WASHDC 3959

UNCLAS ABIDJAN 5940

USDA/FAS PASS DUGGER HARRIS AND KEN MURRAY

E.O. 11652: N/A

TAGS: EAGR, ETRD

SUBJECT: USDA SOLO FOOD EXHIBIT-STATUS REPORT

1. EMBASSY IS EXPERIENCING SOME DIFFICULTIES FINDING DISPLAY FREEZERS FOR SUBJECT SHOW. AFTER EXTENSIVE TELEPHONE CALLS AND VISITS TO APPLIANCE WHOLESALERS AND RETAILERS AS WELL AS FROZEN FOOD DISTRIBUTORS, EMBASSY HAS FAILED TO TURN UP ANYONE WILLING TO LEND OR RENT FREEZER DISPLAY EQUIPMENT FOR SHOW.

2. ONE RETAIL APPLIANCE FIRM HAS INDICATED THAT IF THEY HAVE ANY SUCH EQUIPMENT IN STOCK IN OCTOBER THEY WOULD CONSIDER LENDING IT TO THE EMBASSY-PRESUMABLY IN RETURN FOR DISPLAYING THEIR NAME ON THE FREEZER. THIS IS A FINE ARRANGEMENT, AS FAR AS IT GOES, BUT THERE IS NO GUARANTEE THAT THE FIRM WILL HAVE DISPLAY FREEZERS IN STOCK AT THE TIME OF THE EXHIBIT. (IN FACT, SUCH EQUIPMENT IS GENERALLY AVAILABLE IN ABIDJAN BY SPECIAL ORDER ONLY.)

3. THE ONLY OTHER POSSIBILITY IN ABIDJAN IS TO BORROW FREEZERS FROM THE EMBASSY. THESE ARE NOT DISPLAY UNITS, BUT RATHER CHEST AND UPRIGHT

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HOME FREEZERS. THE CHEST FREEZERS, ALTHOUGH BETTER FOR DISPLAY PURPOSES, ARE A BIT BATTERED LOOKING. ADDITIONALLY, THEY ARE CURRENTLY IN USE AND WOULD HAVE TO BE UNLOADED, CLEANED, TRANSPORTED, ETC. FOR THE SHOW. THE UPRIGHT FREEZERS, ALTHOUGH NOT AS DESIRABLE FOR DISPLAYING PRODUCTS ARE IN BETTER SHAPE, AND THE GSO BELIEVES THERE MAY BE SOME NEW

ONES IN STOCK BY SHOW TIME WHICH WOULD ELIMINATE THE TEDIOUS UNLOADING AND RELOADING STEP. USE OF EMBASSY EQUIPMENT HAS BEEN APPROVED, BUT THIS SOLUTION IS NOT OPTIMAL. IF FAS HAS ANY IDEAS ON THIS SUBJECT, PLEASE ADVISE.

4. EMBASSY HAS PASSED OUT PROMOTIONAL DATA FOR LOCAL PARTICIPATION, BUT NO U.S. FIRMS ALREADY REPRESENTED HAS LARGE ENOUGH LINE TO EXHIBIT. REQUEST REPORT AS SOON AS POSSIBLE N LIST OF EXHIBITORS AND PRODUCTS THEY WILL BE SHOWING.

5. ALSO, REQUEST FAS THINK ABOUT PUBLICITY, INVITATIONS RECEPTION SIZES, IVOIRE OFFER TO SPONOR CONCURRENT U.S. GASTRONOMIC WEEK, AND OTHER DETAILS TO BE SQUARED AWAY, AND ADVISE EMBASSY ABIDJAN--IF NOT OF DECISIONS, AT LEAST OPTIONS, SO THAT WE MAY BEGINWORKING ON THESE VARIOUS ASPECTS IN AMPLE TIME. STEARNS

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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
**Concepts:** TRADE FAIRS, EXHIBITS, FOODS  
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**TAGS:** EAGR, ETRD, IV, AGR  
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**Type:** TE  
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**Review Markings:**  
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